

Listing of the Claims

1. (Original) An apparatus for advertising, comprising:

a processor;

a memory storing instructions for a derive profile process adapted to be executed by said processor to collect information based upon a plurality of advertisement requests sent from a user node;

a database that stores said information;

a memory storing instructions for an advertisement server process adapted to be executed by said processor to select, in response to an advertisement request, an advertisement based upon said information collected by said derive profile process stored in said database, wherein said advertisement request is based upon a link sent from an affiliate node to said user node in response to a content request sent from said user node to said affiliate node;

a memory storing instructions for a management process adapted to be executed by said processor to update advertisements available to be selected by said advertisement server process; and

a memory storing instructions for a report process adapted to be executed by said processor to generate a report about the placement of advertisements.

2. (Original) The apparatus of claim 1, wherein said instructions for said advertisement server process are further adapted to be executed to send said selected advertisement to said user node for display.

3. (Original) The apparatus of claim 2, wherein said instructions for said advertisement server process are further adapted to be executed to receive from said user node a click through request for information about the advertiser associated with said selected advertisement.

4. (Original) The apparatus of claim 3, wherein said instructions for said advertisement server process are further adapted to be executed to send a network address for said advertiser to said user node in response to said click-through request.

5. (Original) The apparatus of claim 3, wherein said stored information includes information about a prior click-through request received from said user node.
6. (Original) The apparatus of claim 1, wherein said instructions for said derive profile process are adapted to be executed to perform a reverse domain name lookup based upon an Internet Protocol address associated with one of said plurality of advertisement requests.